The Influence of Lifestyle and Digital Marketing on the Facebook Platform on Purchase Decisions in the Used Car Business in Lampung

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ABSTRACT

The purpose of this research is to analyze the influence of lifestyle and digital marketing on the Facebook platform on purchasing decisions in the used car buying and selling business in Lampung. This study uses a quantitative method by collecting data through questionnaires distributed online to 130 respondents who have made decisions to purchase used cars. The lifestyle variable is measured through indicators of activities, interests, and opinions, while digital marketing is measured through accessibility, interactivity, entertainment, credibility, irritation, and information. Purchasing decisions are measured using indicators such as product conviction, purchasing habits, recommending to others, and repeat orders. Data analysis using multiple linear regression shows that both lifestyle and digital marketing significantly influence purchasing decisions. The results of the t-test and F-test reinforce these findings with significance values less than 0.05. These findings confirm that a marketing strategy that combines an understanding of consumer lifestyle and the utilization of digital platforms like Facebook can enhance consumer purchasing decisions in the used car business in Lampung.

INTRODUCTION

Digital technology is changing lifestyles and other aspects of life. Marketing defines lifestyle as a holistic pattern of activities, interests, and opinions (Kotler & Keller, 2016). The time people spend on hobbies, work, and socializing reflects their lifestyle and consumption habits. Because people want to meet their changing needs, the used car market is growing. Used car sales are rising due to consumers' increased interest in owning private vehicles, especially middle- to lower-income consumers. These groups see used cars as cheaper ways to satisfy personal needs, hobbies, and lifestyle goals.

Pre-owned vehicles are often chosen based on their compatibility with the buyer's lifestyle. The likelihood of buying a used car increases when it matches

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an individual's daily activities, interests, and values. Lifestyle affects consumer priorities, product preferences, and purchasing criteria. This shows that marketers and sellers must fully understand their target customers' lifestyles to create more relevant and appealing products. A practical buyer may prefer compact, fuel-efficient cars, while an adventurous buyer may prefer high-performance or off-road vehicles.

Digital marketing has changed how businesses engage with their audiences and lifestyle influences. Small businesses to large corporations use digital marketing strategies. Digital marketing lets companies promote their products and learn about consumer opinions through online comments and interactions. Digital marketing lets businesses reply to customers, indirectly improving their satisfaction. Positive customer feedback can lead to word-of-mouth recommendations, expanding the business.

Facebook is a major digital marketing platform. Facebook has evolved from a social networking site into a versatile marketing and business tool. Facebook business pages, buy-and-sell groups, paid ads, and private messaging allow businesses to visually present products, provide detailed information, and interact directly with potential customers. Interactive features foster closeness and trust, which influence purchasing decisions, especially in high-involvement situations like used car sales.

Consumer product information accessibility influences purchase decisions. According to Kotler and Keller (2016), customers deliberately choose and act to buy a product or service after problem recognition, information search, alternative evaluation, and purchase intent. Product features, information quality, seller credibility, and digital platforms like Facebook affect purchase decisions. When these elements align, consumers buy with confidence.

Kotler and Keller (2016) define lifestyle as how people live, including their activities, interests, and beliefs. It shows how people interact with their environment and their personality. Lifestyle encompasses daily habits, preferences, and perspectives. This concept changes with values, motivations, culture, social environment, and technology. Modern consumer behavior analysis requires lifestyle knowledge in a market increasingly influenced by psychological and sociological factors. Puranda and Madiawati (2017) define lifestyle as activities—how people spend their time, including work, hobbies, and leisure—interests, which show what they value or motivate, and opinions, which show how they see themselves and the world. Lifestyle strongly influences consumer preferences and purchase intentions. A used car is more likely to be bought if it fits a consumer's lifestyle. Thus, lifestyle influences

consumer choices, especially for high-involvement purchases like cars, where function, appearance, and personal identity are considered.

Kotler and Keller (2016) define digital marketing as a strategic marketing approach that uses digital platforms and the internet to reach larger audiences efficiently and effectively. Given the rapid development of technology, digital media in marketing is central to modern business practices. Digital marketing allows businesses to promote their products and interact with consumers directly, allowing for two-way communication. Digital marketing can be measured using several indicators, per Nasdini (2012). Online advertising accessibility refers to consumers' ease of accessing services and information. Interactive communication between sellers and buyers boosts engagement and trust. Entertainment shows how ads can entertain and grab consumer attention. Credibility measures the advertisement's trustworthiness, neutrality, and competence. Misleading or repetitive ads can irritate consumers and damage brand perception. Product information clarity, accuracy, and completeness are represented to potential buyers. These factors influence consumer perceptions and purchases. In consumer behavior, purchase decision is the final stage where people make conscious choices after evaluating options.

Consumer behaviour, includes purchasing decisions, according to Kotler and Armstrong (2016). Kotler and Keller (2020) suggest several purchase decision indicators: Product confidence indicates consumer trust in a product's quality and benefits; habitual buying behavior indicates repeated purchases based on satisfaction; recommendations to others indicate positive experiences and brand advocacy; and repeat purchases indicate consumer loyalty and long-term satisfaction. The present study proposes two hypotheses using this conceptual framework: H1: Lifestyle significantly influences Lampung used car purchase decisions, and H2: Digital marketing significantly influences them.

Numerous studies support these claims. Abdillah, Asiyah, and Ramadhan (2025) found that social media and websites positively and significantly influence vehicle purchases at 57 Maju Motor Showroom in Malang Regency. The statistical analysis showed that social media and websites significantly affected purchase outcomes. Yudha and Yahya (2025) found that brand image, lifestyle, and social media positively affect Surabaya consumers' interest in buying used Toyota Kijang Innova Reborn Diesel cars. The findings show that lifestyle and digital platforms strongly influence used car buyer behavior.

This study examines how lifestyle and Facebook digital marketing affect Lampung used car purchase decisions. This research aims to help automotive business owners and marketers better align offerings with consumer lifestyles

and use digital platforms. The findings may help the growing used car industry improve consumer engagement and purchase decision rates.

RESEARCH METHOD

Lifestyle and digital marketing affect Lampung used car buyers' purchase decisions, according to this quantitative study. Primary data from local used car buyers is used for data collection. An online survey with a structured questionnaire measured lifestyle, Facebook use as a digital marketing platform, and purchase decision behavior. This study targets Lampung residents who bought used cars. Purposive sampling yielded 130 study-appropriate respondents. Specific criteria related to the three variables under investigation, measured by 13 indicators, determined sample selection.

This study measured variables using the Likert scale, a popular tool for measuring attitudes, behaviors, opinions, and perceptions of social phenomena. Sugiyono (2019) states that the Likert scale typically has five response options: 1 for strongly disagree, 2 for disagree, 3 for neutral, 4 for agree, and 5 for strongly agree. SPSS 27 was used to analyze data. Validity and reliability testing ensured research instrument accuracy and consistency before the main analysis. To assess variable relationships and significance, multiple linear regression analysis, t-tests, and F-tests were used.

RESULT AND DISCUSSION
Validity Test and Reliability Test

The questionnaire items were validated to see if they measured the intended variables. Validating a research instrument ensures that it accurately captures the concepts being studied, bolstering the credibility and usefulness of the findings for decision-making. Sugiyono (2019) defines validity as an instrument's ability to accurately reflect research object data. Valid instruments have factor loading values above 0.50 (Hair et al., 2010). The validity testing showed that all question items on lifestyle (X1), digital marketing (X2), and purchase decision (Y) measured their variables.

To ensure consistency and stability when used repeatedly in similar contexts, reliability testing was done alongside validity testing. Anggraini et al. (2022) state that reliability testing checks data internal consistency even when the same measurement is taken under different conditions. This table summarizes reliability test results:

Table 1.
Reliability Test Result

Variable	Cronbach's Alpha	Number of Items	Conclusion
Lifestyle (X1)	0.606	3	Reliable
Digital Marketing (X2)	0.769	6	Reliable
Purchase Decision (Y)	0.742	4	Reliable

The table shows that all variables have Cronbach's Alpha values above 0.600, meeting the reliability threshold. This suggests that this study's instruments are reliable and produce consistent data.

Descriptive Analysis

The variables in this study were measured using a structured questionnaire with 13 five-point Likert scale items. From "Strongly Disagree" to "Strongly Agree," each response had a 1–5 value. Researchers can quantify qualitative data by capturing respondents' nuanced lifestyle (X1), digital marketing (X2), and purchase decision (Y) opinions and behaviors. Total scores for each item were calculated and categorized into interpretive bands to understand respondent tendencies.

The lifestyle variable distribution frequency analysis showed that many respondents scored in the higher interval. In particular, 62.31% of participants scored 12–15, indicating strong lifestyle-related statement agreement. These findings suggest that lifestyle factors like interests, opinions, and activities influence Lampung used car buyers' attitudes. The overall response is "Agree" with an average score of 530 out of 650, confirming that lifestyle influences buyer behavior in this sector.

Digital marketing also had a clear majority in the highest scoring interval. Most respondents (79.23%) scored 24–30, with all indicators indicating "Strongly Agree." This strongly suggests that Facebook is an effective digital marketing platform for used car buyers' information, interaction, and decision-making. The average score was 557.5 out of 650, or 85.77%, reinforcing Facebook's credibility and engagement in this context.

Like the previous variables, 63.85% of respondents scored between 17 and 20, indicating high agreement with purchase-related statements. The high concentration of responses in the upper band suggests that respondents were well past the exploratory phase and making committed decisions. The average score was 558.25, or 85.88% "Strongly Agree." This supports the idea that lifestyle and digital marketing directly affect used car purchases.

Table 2.
Aggregated Results of the Three Variables

Variable	Average Score	Percentage (%)	Category
Lifestyle (X1)	530.00	81.54	Agree
Digital Marketing (X2)	557.50	85.77	Strongly Agree
Purchase Decision (Y)	558.25	85.88	Strongly Agree

Respondents agreed on each lifestyle indicator after further analysis. "I often spend time looking for the latest trends, including cars" and "I have an interest in cars with certain performance or design" scored 83.08% and 79.08%, respectively. These suggest that lifestyle dimensions of activity, interest, and opinion strongly influence used car purchase decisions.

All six digital marketing indicators were rated "Strongly Agree" (85.23%–86.46%). The responses to "I can easily interact with sellers on Facebook" and "I feel the information provided is trustworthy" were particularly high. Facebook is more than a promotional platform—it's a dynamic space for interaction, credibility, and entertainment that informs purchasing behavior.

For the purchase decision variable, three of four items were rated "Strongly Agree" and one "Agree." Statements like "If I need another used car, I am likely to search on Facebook again" scored 87.38%, demonstrating Facebook marketing's brand recall and customer retention. This also shows repeat behavior and recommendation, which are key indicators of customer satisfaction and loyalty.

Finally, the data strongly support the hypothesis that lifestyle and digital marketing, particularly Facebook, strongly influence Lampung used car buyers' purchase decisions. The high average scores and consistent positive responses across all variables and indicators demonstrate the importance of lifestyle analysis and targeted digital marketing strategies to engage prospective buyers in this industry.

Multiple Linear Regression Test

This study used multiple linear regression analysis to determine how lifestyle and digital marketing affect Lampung used car purchase decisions. This analytical method was chosen to estimate the effect of lifestyle and digital marketing on a single dependent variable, the purchase decision. The regression model assessed lifestyle and digital marketing's ability to explain consumer choice. SPSS 27 was used for analysis. The statistical results showed that both independent variables positively affected purchase decisions. This suggests that as lifestyles change and exposure to digital marketing on Facebook increases, used car purchases increase.

A table shows the multiple regression test results:

Table 3.
Multiple Linear Regression Test

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
(Constant)	6.571	1.471		4.466	0.001
Lifestyle	0.307	0.097	0.271	3.158	0.002
Digital Marketing	0.265	0.063	0.360	4.191	0.001

This analysis yields $Y = 6.571 + 0.307X_1 + 0.265X_2 + e$. This equation shows that lifestyle (X_1) and digital marketing (X_2) positively impact consumer purchase decisions (Y). Factors influencing both variables are statistically significant ($p < 0.05$) (Sugiyono, 2019). Thus, lifestyle compatibility and strategic digital marketing on Facebook can help used car buyers make decisions.

Partial Test (t-Test)

The partial test (t-test) examined how lifestyle (X1) and digital marketing (X2) affected purchase decision (Y) in the Lampung used car business. This statistical method determines whether each predictor variable significantly affects the model. The standard t-test interpretation rejects the null hypothesis (H_0) and accepts the alternative hypothesis (H_a) if the significance (p-value) is less than 0.05, indicating a significant relationship. The table below shows SPSS version 27 results:

Table 4. t-test result

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
(Constant)	6.571	1.471		4.466	.001
Life Style	.307	.097	.271	3.158	.002
Digital Marketing	.265	.063	.360	4.191	.001

As shown in the table, lifestyle and digital marketing statistically affect purchase decisions. Lifestyle's t-value is 3.158 and digital marketing's 4.191 exceed the critical t-table value of 1.978. The null hypothesis is rejected because both variables have significance levels below 0.05 (p =.002 and.001). These findings show that lifestyle and digital marketing each influence used car buyers, emphasizing the importance of understanding consumer behaviour and using digital platforms like Facebook to influence purchases (Hair et al., 2010).

F Test

The simultaneous test, or F-test, determines whether the independent variables collectively influence the dependent variable in a linear regression

model. Testing the regression model's fit is essential to validating the predictors' combined impact. The F-test was used to determine whether lifestyle and digital marketing, as independent variables, affect Lampung used car buyers' decisions. This table summarizes the results:

Table 5. F Test Result

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	213.759	2	106.880	27.302	<.001
Residual	497.171	127	3.915		
Total	710.931	129			

According to the table above, the F value is 27.302, which is much higher than 3.07, indicating a strong model fit. The significance value (p-value) is 0.000, below the alpha level of 0.05. Results indicate that lifestyle and digital marketing significantly impact purchasing decisions (p < 0.05). Thus, the hypothesis is accepted, proving the model's validity and significance in explaining the variables' relationship. This analysis shows that lifestyle and digital marketing are crucial to Lampung used car marketing strategies.

The Influence of Lifestyle and Digital Marketing on Purchasing Decisions

Hypothesis testing shows lifestyle (X1) positively and significantly affects purchase decisions (Y). A t-value of 3.158 exceeds the critical t-table value of 1.978. The alternative hypothesis (Ha) is accepted because the significance level of 0.001 is below 0.05. These findings suggest that lifestyle influences consumer behavior, especially used car purchases. Lifestyle factors—ranging from mobility preferences, social status, and value perceptions—influence automotive purchase decisions, reinforcing the idea that lifestyle matters.

Digital marketing (X2) also positively and statistically significantly affects purchase decisions. The significance value of 0.001 is well below the 0.05 threshold, and the t-value of 4.191 exceeds the t-table value of 1.978. This suggests that digital marketing, especially on Facebook, influences used car buyers. Targeted advertising, interactive content, and personalized offers boost consumer engagement and trust, encouraging purchases.

CONCLUSION

According to the research findings, lifestyle and digital marketing on the Facebook platform significantly and favorably impact consumers' decisions to buy used cars in Lampung. The findings of multiple linear regression analysis, which showed a positive correlation between the variables of lifestyle and digital marketing with purchase decisions, lend credence to this conclusion. Every improvement in Facebook-based digital marketing initiatives was found

to raise the probability that customers would make a purchase, indicating that Facebook functions as both a persuasive tool and a promotional platform in influencing consumer behavior.

Additionally, these findings were supported by the results of the t-test and F-test, which showed that the hypotheses put forth in this study were accepted because the significance values were below the 0.05 cutoff. This suggests that Facebook-based digital marketing tactics are successful in both expanding one's audience and directly influencing the purchasing decisions of customers. Consequently, it is advised that business owners in Lampung's used car industry constantly use and maximize Facebook as a key element of their digital marketing plans. In a market that is becoming more and more competitive, this strategy should improve sales performance and customer loyalty while also fitting in with consumer lifestyle trends.

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